



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- A Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

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1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

Being overweight or obese can have serious impact on health such as high blood pressure, coronary heart disease, abnormal cholesterol levels, diabetes, reproductive, respiratory functions. Persons with obesity are more likely to suffer from mental stress and anxiety disorder. Being overweight can have serious effect on their sleep and self esteem problem. So it is necessary to lead a healthy lifestyle.



Key rules of brainstorming

- To run a smooth and productive session
- Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil icon to start drawing!

Ushabala R

- Calorie Counter to track what you eat each day
- Provide customizable meal plan for an individual
- Suggest a simple physical activity

Variety of healthy recipes available on portal

Chandra Hari S

- Dietician provide proper nutrition plan
- Provide recipes based on user religion like vegan
- Meditation session to reduce stress

Offer a food diary to let track what you eat

Rachel Fabiana A

- It gives remainder to drink water
- It gives positive affirmation for healthy lifestyle
- Regular virtual checkup with doctor

it gives details of body metrics

Karthikeyan K

- It gives motivational quotes for fat loss
- it gives counselling for dealing mental stress
- It gives personalised fitness trainer

It gives timeline, history& progress

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Calorie Counter to track what you eat each day

Suggest a simple physical activity

Dietician provide proper nutrition plan

Meditation session to reduce stress

Dietician provide proper nutrition plan

Regular virtual checkup with doctor

Provide customizable meal plan for an individual

Offer a food diary to let track what you eat

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4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

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Regular virtual checkup with doctor

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Importance
If each of these tasks could get done without any dependencies, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)